



Order Sep 00:20:00

Estimate # **1868**

Alt Order #

<u>Billing Type</u>	Cash
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<u>Order Type</u>	GENERAL
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<u>Billing Cycle</u>	EOM/EOC
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Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	70	\$42,245.00	\$49,700.00	0.00	07/30/12	08/21/12	70	\$42,245.00	\$49,700.00
Totals	70	\$42,245.00	\$49,700.00	0.00					

[illegible]



WPTV

Print Date: 08/21/12

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Contract / Revision **306895** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **American's for Prosperity** Estimate # **1868**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WPTV	08/15/12	08/21/12	Wednesday Prime C law & order: SVU	CM	10-11p	-- 1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	-- 1----	1		\$2,500.00		0.00						
E 3	WPTV	08/15/12	08/21/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11111--	5		\$950.00		0.00						
E 4	WPTV	08/15/12	08/21/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	-----S-	1		\$250.00		0.00						
E 5	WPTV	08/15/12	08/21/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	-----S	1		\$600.00		0.00						
E 6	WPTV	08/15/12	08/21/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	-----S-	1		\$600.00		0.00						
E 7	WPTV	08/15/12	08/21/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11111--	5		\$500.00		0.00						
E 8	WPTV	08/15/12	08/21/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11111--	5		\$450.00		0.00						
E 9	WPTV	08/15/12	08/21/12	M-F 6-630p M-F 6-630p	CM	6-630p	11211--	:30	6	\$1,200.00	P-2	0.00	NM	6	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11211--	6		\$1,200.00		0.00						
E 10	WPTV	08/15/12	08/21/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	22222--	:30	10	\$250.00	P-2	0.00	NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	22222--	10		\$250.00		0.00						
<u>Spot</u>		<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
8		WPTV	08/15/12-08/21/12	M-F 12n-1p	12-1p		MTWThF----	:30	(\$250.00)	0.00	NM				
See MG 10.17															
17		NPTV	08/15/12-08/21/12	M-F 5-6a	5-6a		MTWThF----	:30	\$250.00	0.00	NM				
Ⓜ MG for 10.8 08/15 tech error															
E 11	WPTV	08/15/12	08/21/12	M-F 11-1135p M-F 11-1135p	CM	11-1135p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11111--	5		\$950.00		0.00						
E 12	WPTV	08/15/12	08/21/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/15/12	08/21/12	11111--	5		\$350.00		0.00						
E 16	WPTV	08/15/12	08/21/12		CM	8-10a	-----S-	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00



WPTV

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Contract / Revision **306895** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/02/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Americans for Prosperity** Product **American's for Prosperity** Estimate # **1868**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				Sa 8-10a											
				Sa 8-10a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S-					2	\$650.00		0.00			
E 17	WPTV	08/15/12	08/21/12	M-F 5-530p	CM	5-530p	11211--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	11211--					6	\$800.00		0.00			
E 18	WPTV	08/15/12	08/21/12	M-F 730-8p	CM	730-8p	11-11--	:30	4	\$950.00	P-2	0.00	NM	4	\$3,800.00
				M-F 730-8p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	11-11--					4	\$950.00		0.00			
N 19	WPTV	08/15/12	08/21/12	Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S-					1	\$600.00		0.00			
N 20	WPTV	08/15/12	08/21/12	Sa 7-8P	CM	7-8p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Sa 7-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S-					1	\$350.00		0.00			
N 21	WPTV	08/15/12	08/21/12	Sa 6p	CM	6-630p	-----S-	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
				Sa 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S-					1	\$950.00		0.00			
N 22	WPTV	08/15/12	08/21/12	Su 7-8a	CM	7-8a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Su 7-8a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S					1	\$350.00		0.00			
N 23	WPTV	08/15/12	08/21/12	Su 10-1030a	CM	10-1030a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
				Su 10-1030a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S					1	\$350.00		0.00			
N 24	WPTV	08/15/12	08/21/12	Sunday Prime A	CM	7-8p	-----S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				DATELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S					1	\$1,500.00		0.00			
N 25	WPTV	08/15/12	08/21/12	Su 11-1135p	CM	11-1130p	-----S	:30	1	\$950.00	P-2	0.00	NM	1	\$950.00
				Su 11-1135p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/12	08/21/12	-----S					1	\$950.00		0.00			
													Totals	70	\$49,700.00